

404 SMS404ID

SALES MATERIALS SYSTEM
SUMMARY ORDER INQUIRY

06/23/97 09:38

FN: _____

ITEM: 526982

X ORDER R NUMBER	ORDER REC DIV	SHIP TO DIV	DATE LOC	ENTERED	CATEGORY	DROPSHIP NAME	ENTRY OPER ID
71740163	16XX	1645	077561	97/06/23	TEMP PROMOTION		WSARK
71740162	16XX	1645	077310	97/06/23	TEMP PROMOTION		WSARK
71740159	16XX	1645	1645XX	97/06/23	TEMP PROMOTION		WSARK
71740158	16XX	1642	077944	97/06/23	TEMP PROMOTION		WSARK
71740157	16XX	1642	073700	97/06/23	TEMP PROMOTION		WSARK
71740156	16XX	1642	071572	97/06/23	TEMP PROMOTION		WSARK
71740155	16XX	1642	069136	97/06/23	TEMP PROMOTION		WSARK
71740154	16XX	1642	078874	97/06/23	TEMP PROMOTION		WSARK
71740153	16XX	1610	1610XX	97/06/23	TEMP PROMOTION		WSARK
71720065	17XX	1740	741045	97/06/21	TEMP PROMOTION		WSAPF
71720064	17XX	1740	311040	97/06/21	TEMP PROMOTION		WSAPF
71720063	17XX	1738	425810	97/06/21	TEMP PROMOTION		WSAPE

ENTER 'X' (DETAIL INQUIRY)

Enter-PF1---PF2---PF3---PF4---PF5---PF6---PF7---PF8---PF9---PF10--PF11--PF12---
Help Retrn Hist Bkwd Frwd Main

Sleeves for
 Winston (P2628
 (Ordered 6/23/97)
 to Mags

51845 6131

BUY 2 GET 2 FREE (NON-PRE-SLEEVED)

1 DISPLAY = 8 CARTONS (2 STYLES) = 20 OFFERS (7.5 Displays Per 2 (6M) Cases)

FORMULA FOR PACKING PAYMENT:

#LIVE PACKS PER 6M CASE (150) x TOTAL #CASES SHIPPED / 600 (12M CASE) x \$28 = PACKING PAYMENT (\$7.00/6M CASE)

12 NEW PACKS PER VM CASE (150) X TOTAL VM CASES SHIPPED = 1800 (ITEM 04)

51845 6132

San Bruno

2 plot total

12 stores

51845 6133

BYRNE DAIRY
DISPLAY TEST
12 LOCATIONS

1 ANALYZE INDUSTRY AND RJR VOLUME. GROUP 65 LOCATIONS INTO 3 VOLUME BUCKETS.

LOW INDUSTRY VOLUME: 1-72 CARTONS PER WEEK -24 STORES

MID INDUSTRY VOLUME: 73-145 CARTONS PER WEEK -22 STORES

HIGH INDUSTRY VOLUME: 152-358 CARTONS PER WEEK -9 STORES

2 ANALYZE RJR SHARE OF BUSINESS IN THE MID AND HIGH INDUSTRY VOLUME GROUPS.

3 SELECT 6 STORES FROM EACH GROUP. 3 WITH LOWER RJR SHARE, AND 3 WITH HIGHER RJR SHARE.

TEST STORES

RJR IND RJR SOM

MID RANGE VOLUME WITH LOWER RJR SHARE

30	0	438947	BYRNE DAIRY #61	8319 MAIN ST	CICERO	NY	16	87	10
33	0	173035	BYRNE DAIRY #07	3000 JAMES ST	SYRACUSE	NY	13	89	15
40	0	172829	BYRNE DAIRY #18	JEFFERSON ST	PULASKI	NY	14	118	12

MID RANGE VOLUME WITH HIGHER RJR SHARE

41	0	172975	BYRNE DAIRY #20	ROUTE 57	LIVERPOOL	NY	31	118	26
42	182624	086378	BYRNE DAIRY #46	254 S. MAIN ST.	CANANDAIGUA	NY	31	128	24
43	0	172971	BYRNE DAIRY #15	KIRSCH DR & RT 11	MATTYDALE	NY	31	131	24

HIGH RANGE VOLUME WITH LOWER RJR SHARE

48	0	172781	BYRNE DAIRY #10	BRIDGE ST	OSWEGO	NY	22	155	14
54	162630	432034	BYRNE DAIRY #59	DEWEY STONE PLAZA	ROCHESTER	NY	27	231	12
55	162624	557273	BYRNE DAIRY #54	230 W UNION ST	NEWARK	NY	83	358	18

HIGH RANGE VOLUME WITH HIGHER RJR SHARE

51	0	171402	BYRNE DAIRY #32	39 E MAIN ST	NORWICH	NY	42	182	23
52	0	173039	BYRNE DAIRY #23	WEST MANLIUS ST	EAST SYRACUSE	NY	38	183	20
53	0	172904	BYRNE DAIRY #30	48 JORDAN ST	SKANEATELES	NY	47	193	24

51845 6134

Added to Winston B262f light
 Winston B262f light
 Winston B262f light
 at 2 Pex Stock
 Pex DK 6/13/97

BPEN34MA

WORKPLAN PROMOTION WORKSHEET

 PAGE: 1
 DATE: 97-06-18
 TIME: 11:55 AM

PROMOTION: 700465 WIN AUGUST B2G2F

TERR	ACCT	RETAIL NAME	CITY	ST	ZIP	CHAIN-ID	SEG	IND	VOL	ACCT	PHONE #	VAP	SIS		PLAN	REVISED
													SUG	PLAN		
162605	066402	162605 J MART	CANANDAIGUA	NY	14424	2803-0000	GS	86	(716)394-8520	375878	MC LANE-N	0	0	0	0	
162605	307408	162605 J-MART #8	PALMYRA	NY	14522	2803-0000	CN	62	(315)597-5551	375878	MC LANE-N	0	0	0	0	
162605	763376	162605 J MART	PHELPS	NY	14532	2803-0000	GS	62	(315)548-3209	375878	MC LANE-N	0	0	0	0	
162605	763443	162624 J MART	MANCHESTER	NY	14504	2803-0000	GS	151	(716)289-8803	375878	MC LANE-N	1	1	0	0	
162605	763697	162605 C-STORES	SODUS	NY	14551	2803-0000	CN	118	(315)483-4644			0	0	0	0	
162605	763725	162624 J MART	SHORTSVILLE	NY	14548	2803-0000	GS	75	(716)289-8123	375878	MC LANE-N	0	0	0	0	
162605	763808	162605 J MART	VICTOR	NY	14564	2803-0000	CN	53	(716)924-3510	375878	MC LANE-N	0	0	0	0	
162605	763876	162605 J MART	STANLEY	NY	14561	2803-0000	GS	61	(315)526-6323	375878	MC LANE-N	0	0	0	0	
162605	764215	162605 J MART	HOLCOMB	NY	14469	2803-0000	GS	54	(716)657-9120	375878	MC LANE-N	0	0	0	0	
164561	744359	164561 J MART HEADQUAR	VICTOR	NY	14564	2803-0000	CW		(716)924-3510			0	0	0	0	

PAGE BREAK TOTAL ACCOUNTS 10 TOTAL QUANTITY 1 1

PROMOTION TOTAL ACCOUNTS 10 TOTAL QUANTITY 1 1

**** END OF REPORT ****

51845 6135

BPEN55B2

WORKPLAN VAP TEMPLATE LISTING

PAGE: 15
DATE: 97-06-16
TIME: 10:09 AM

WHOLESALER : 332880 KEY STORES CO., INC. <DIRECT>
TEMPLATE : 700465 70800 WIN AUG B2G2F
TEMPLATE SEQ : 0012
SALES LEVEL : 16XXXX

TERR	RETAIL	ACCT	NAME	ADDRESS	CITY	ST	ZIP	QTY	TAX	CHAIN-ID	SUPPLIER	ACCT	PHONE #
162208	162221	184495	COUNTRY PEDDLER	MAIN STREET	LAKE HARMONY	PA	18624	1				(717) 722-0860	
162208	162220	185163	MALS SMOKE SHOP	247 S MAIN ST	WILKES BARRE	PA	18701	1				(717) 825-0833	

PAGE BREAK TOTAL ACCOUNTS 2 TOTAL QUANTITY 2

TEMPLATE TOTAL ACCOUNTS 2 TOTAL QUANTITY 2

Do file

51845 6136

BPEN34MA

WORKPLAN PROMOTION WORKSHEET

 PAGE: 1
 DATE: 97-06-18
 TIME: 02:06 PM

PROMOTION: 700465 WIN AUGUST B2G2F

TERR	ACCT	RETAIL NAME	CITY	SIS								PLAN	REVISED
				ST	ZIP	CHAIN-ID	SEG	IND	VOL	ACCT	PHONE #		
SKUS	SKUS												
162601	565414	162601 CONSUMER BEV.	8 TONAWANDA	NY	14150	2477-0000	LQ	40	(716)695-1222	649920	TRIPIFOOD	0	0
162601	565418	162601 CONSUMER BEV.	1 NIAGARA FALLS	NY	14301	2477-0000	LQ	20	(716)282-3916	649920	TRIPIFOOD	0	0
162601	565429	162629 CONSUMER BEV.	2 KENMORE	NY	14217	2477-0000	OH	60	(716)877-1131	649920	TRIPIFOOD	0	0
162601	565441	162601 CONSUMER BEV.	5 LOCKPORT	NY	14094	2477-0000	OH	50	(716)433-2639	649920	TRIPIFOOD	0	0
162602	565416	162602 CONSUMER BEV.	5 CLARENCE	NY	14031	2477-0000	LQ	21	(716)688-7033	649920	TRIPIFOOD	0	0
162602	565427	162602 CONSUMER BEV.	2 AMHERST	NY	14226	2477-0000	LQ	41	(716)837-3087	649920	TRIPIFOOD	0	0
162602	565430	162602 CONSUMER BEV.	2 CHEEKTONWAGA	NY	14225	2477-0000	LQ	48	(716)893-7040	649920	TRIPIFOOD	0	0
162602	578021	162629 CONSUMER BEV.	# CHEEKTONWAGA	NY	14225	2477-0000	LQ	53	(716)632-3330	649920	TRIPIFOOD	0	0
162603	565421	162625 CONSUMER BEV.	1 BUFFALO	NY	14212	2477-0000	OH	51	(716)894-1353	649920	TRIPIFOOD	0	0
162603	565431	162629 CONSUMER BEV.	1 DEPEW	NY	14043	2477-0000	MM	86	(716)668-4565	649920	TRIPIFOOD	0	0
162603	565432	162625 CONSUMER BEV.	1 LACKAWANNA	NY	14218	2477-0000	LQ	58	(716)826-8859	649920	TRIPIFOOD	0	0
162603	565433	162625 CONSUMER BEV.	1 WEST SENeca	NY	14224	2477-0000	OH	52	(716)675-4934	649920	TRIPIFOOD	0	0
162603	565434	162622 CONSUMER BEV.	1 LANCASTER	NY	14086	2477-0000	OH	73	(716)685-1152	649920	TRIPIFOOD	0	0
162603	565437	162603 CONSUMER BEV.	3 ORCHARD PARK	NY	14127	2477-0000	LQ	40	(716)662-3035	649920	TRIPIFOOD	0	0
162603	565439	162603 CONSUMER BEV.	5 HAMBURG	NY	14075	2477-0000	LQ	48	(716)648-1355	649920	TRIPIFOOD	0	0
164562	565444	164562 CONSUMER BEV.	H BUFFALO	NY	14220	2477-0000	LS	3,000	(716)826-9200			0	0

PAGE BREAK TOTAL ACCOUNTS

16 TOTAL QUANTITY

PROMOTION TOTAL ACCOUNTS

16 TOTAL QUANTITY

**** END OF REPORT ****

51845 6137

BPEN82MA

PROMOTION : 700465 WIN AUGUST B2G2F
DRIVE PERIOD: 70800R. J. REYNOLDS TOBACCO COMPANY
BUSINESS PLANNING AND EXECUTION
PROMOTION SUMMARY REPORTPAGE: 1
DATE: 97-06-18
TIME: 02:54 PM

NO OF ACCOUNTS	SKUS	TOTAL OFFERS	ALLOCATION CASES	ALLOCATION OFFERS
16XXXX 16 BUFFALO REGION				
VAP				
CHAIN	1,492	1,992	39,840	
INDEPENDENTS	1,470	1,907	38,140	
VAP TOTAL	2,962	3,899	77,980	
NON-VAP				
CHAIN	409	183	3,660	
INDEPENDENTS	1,297	30	600	
NON-VAP TOTAL	1,706	213	4,260	
TOTAL CHAINS	1,901	2,175	43,500	
TOTAL INDEPENDENTS	2,767	1,937	38,740	
TOTAL ACCOUNTS	4,668	4,112	82,240	
				TOT COMMITTED: 82,240
				TOT REMAINING: 15,260

763 SKUS

Templates 4716 = 94,320

940 offers

1680

(628.8)

51845 6138

51845 6139

15

L

BPEN82MA

PROMOTION : 700465 WIN AUGUST B2G2F
TVE PERIOD: 70800R. J. REYNOLDS TOBACCO COMPANY
BUSINESS PLANNING AND EXECUTION
PROMOTION SUMMARY REPORTPAGE: 1
DATE: 97-05-28
TIME: 09:33 AM

NO OF ACCOUNTS	SKUS	TOTAL	OFFERS	ALLOCATION CASES	ALLOCATION OFFERS
16XXXX 16 BUFFALO REGION				1,300	4875
VAP					97,500
CHAIN	1,418	1,736	34,720		
INDEPENDENTS	1,452	1,951	39,020		
? TOTAL	2,870	3,687	73,740		
NON-VAP					
CHAIN	375	92	1,840		
INDEPENDENTS	283	25	500		
NON-VAP TOTAL	658	117	2,340		
TOTAL CHAINS	1,793	1,828	36,560		
TOTAL INDEPENDENTS	1,735	1,976	39,520		
TOTAL ACCOUNTS	3,528	3,804	76,080		
				TOT COMMITTED:	76,080
				TOT REMAINING:	21,420

* Discuss w/ Bill
two SKUs each Kinnedy Drug
location

b-697

July if we have additional skus
for Kinnedy Drug advise
Doris and we will accumulate
per Doris Request

Thanks,

llm

51845 6140

To: Keeney, David
From: Campbell, Judy
Edited: 6/9/97 9:53
Subject: WINSTON B2G2F / #700465

Hi Dave,

I have included Kinney Drug in the above promotion @ 2 SKUs per store for the August Winston B2G2F promotion.

Judy

CC: Macleod, Stephen

51845 6141

SCENARIO: Winston August B2G2 Allocations						
% PV Coverage Targets (During Promotion):	Priority: 50%	Threshold 40%	Low: 30%			
Packs/Offer:	2 Min SKUs	1.0				
Offers/SKU:	20 Max SKUs	5.0				

	INDUSTRY CARTON SALES PER WEEK PER STORE							Required Adjustment +/-	Total Revised Allocation	% Of Total Revised Allocation	Case Allocation Adjusted To Meet Plan	SKU Allocation Adjusted To Meet Plan	Offer Allocation Adjusted To Meet Plan
	75 - 99	100 - 149	150 - 249	250 - 399	400 - 599	600+	Total						
SKU Allocation Recommendations are:													
NESA	2,910	13,242	15,663	11,467	5,781	3,712	52,776	-1,001	53,777	33.28%	13,312	49,920	998,400
Boston	539	3,880	4,512	2,475	790	465	12,662	662	13,324	8.25%	3,300	12,375	247,500
New York	1,039	2,034	1,427	833	399	314	6,046	0	6,046	3.74%	1,496	5,610	112,200
Philadelphia	213	1,272	967	458	279	228	3,417	685	4,102	2.54%	1,016	3,810	76,200
Buffalo	398	1,575	1,543	882	464	390	5,252	0	5,252	3.25%	1,300	4,875	97,500
Pittsburgh	418	2,711	3,866	3,347	1,565	1,410	13,317	666	13,983	8.65%	3,460	12,975	259,500
Cincinnati	303	1,769	3,348	3,471	2,285	905	12,082	-1,012	11,070	6.85%	2,740	10,275	205,500
SSA	2,599	13,021	16,296	9,993	4,317	2,885	49,110	-3,221	52,331	32.39%	12,956	48,585	971,700
Winston-Salem	417	3,770	5,687	3,336	1,120	745	15,074	0	15,074	9.33%	3,732	13,995	279,900
Atlanta	638	2,943	3,828	2,222	1,000	440	11,070	0	11,070	6.85%	2,740	10,275	205,500
Florida	536	2,140	2,769	2,087	1,030	700	9,262	738	10,000	6.19%	2,476	9,285	185,700
Dallas	640	2,337	1,939	959	490	465	6,830	2,100	8,930	5.53%	2,212	8,295	165,900
Richmond	368	1,831	2,073	1,389	678	535	6,874	383	7,257	4.49%	1,796	6,735	134,700
WSA	1,522	7,657	6,390	3,367	1,219	926	21,080	1,663	22,743	14.07%	5,632	21,120	422,400
No. California	209	1,525	1,123	605	291	209	3,961	0	3,961	2.45%	980	3,675	73,500
So. California	231	1,467	1,061	690	256	195	3,900	620	4,520	2.80%	1,120	4,200	84,000
Seattle	349	1,304	872	323	138	186	3,172	911	4,083	2.53%	1,012	3,795	75,900
Houston	733	3,361	3,334	1,750	534	335	10,047	132	10,179	6.30%	2,520	9,450	189,000
MWSA	2,275	8,156	8,364	6,411	3,604	2,480	31,290	-1,445	32,735	20.26%	8,100	30,375	607,500
Chicago	598	1,643	1,637	1,462	1,056	996	7,391	0	7,391	4.57%	1,828	6,855	137,100
Minneapolis	490	1,297	1,052	802	379	168	4,188	1,061	5,249	3.25%	1,300	4,875	97,500
Denver	558	1,921	1,899	1,067	477	310	6,232	270	6,502	4.02%	1,608	6,030	120,600
Detroit	269	1,756	1,775	1,492	825	391	6,508	0	6,508	4.03%	1,612	6,045	120,900
St. Louis	360	1,539	2,001	1,588	868	615	6,971	114	7,085	4.38%	1,752	6,570	131,400
Total SKUs:	9,306	42,076	46,713	31,237	14,921	10,002	154,256	7,330	161,586	100.00%	40,000	150,000	3,000,000
Total Offers	186,113	841,528	934,250	624,750	298,424	200,046	3,085,120	146,600	3,231,720				